

Cape Henlopen School District

BRAND STYLE GUIDE

BRAND INFORMATION AND GUIDELINES

Welcome to the Cape Henlopen School District Brand Guide. This document serves as a comprehensive resource to ensure consistency and clarity in how our district presents itself to students, families, staff, and the broader Cape community. A strong and unified brand helps to reinforce our promise, mission, and commitment to excellence in education.

Our brand is more than just a logo or a color scheme—it reflects who we are, what we stand for, and the impact we make. By following the guidelines outlined here, we ensure that every communication, whether digital, print, or verbal, aligns with our identity and strengthens the trust we have built within our community.

This guide includes essential elements such as our logo usage, typography, color palette, messaging, and tone. Whether you are a staff member, a partner organization, or a vendor, we encourage you to use these guidelines to help us maintain a consistent and professional image.

Thank you for being part of Cape Henlopen School District's story. Together, we can create a positive and lasting impression that reflects our dedication to student success and community engagement.

03.

CONTENTS

01.

LOGO VARIATIONS -
DISTRICT & ATHLETICS

02.

LOGO VARIATIONS -
SCHOOL NAMES

03.

BRAND COLORS

04.

WEB TYPOGRAPHY

05.

FLYER TYPOGRAPHY

06.

APPAREL DESIGNS

01.

LOGO VARIATIONS

DISTRICT & ATHLETICS



Primary Logo

For use on print marketing and main branding



Secondary Logos

For use on apparel, and email signataures



Formal Logo

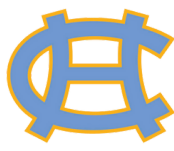
For use on School Forms & Favicon



Athletics Dept.



Baseball



Football Helmets

Athletics & Sports Logos

For use in athletics/sports apparel and print material



02.

LOGO VARIATIONS

SCHOOLS

In addition to utilizing the primary District logo, schools will utilize the following logos for name recognition purposes.

Elementary Schools

*H.O. Brittingham
Elementary School*

*Lewis
Elementary School*

*Love Creek
Elementary School*

*Milton
Elementary School*

*Rehoboth
Elementary School*

Middle Schools

*Beacon
Middle School*

*Frederick D. Thomas
Middle School*

*Mariner
Middle School*

High School & Sussex Consortium

*Cape Henlopen
High School*

*Sussex
Consortium*

Little Vikings Preschool

 *Little*
VIKINGS

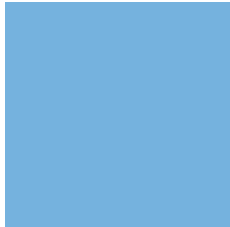
 *Little*
VIKINGS

 *Little*
VIKINGS

 *Little*
VIKINGS

03.

BRAND COLORS



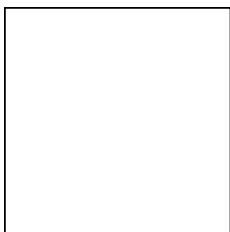
Light Blue
Primary Color
C51 M17 Y1 K0
R117 G178 B222
Hex# 75b2de



Yellow
Primary Color
C1 M13 Y100 K0
R255 G215 B1
Hex# FFD701



Graphite
Secondary Dark Color
C0 M0 Y00 K90
R65 G64 B66
Hex# 414042



White
Secondary Light Color
C0 M0 Y0 K0
R255 G255 B255
Hex# 000000

04.

WEB TYPOGRAPHY

SCRIPT HEADLINE

Oleo Script

Oleo Script is the font utilized on the District website. Varying script fonts may also be used as headline text on District marketing pieces

HEADLINE TWO

Helvetica Condensed

BODY FONT

A version of the Helvetica Family fonts are used for the body and copy fonts on all marketing material. Open Sans is also an approved font for body copy and is utilized on the District website.

05.

FLYER TYPOGRAPHY

SCRIPT HEADLINE

Adelia ScriptoramaTF Tradeshow

Varying script fonts may be used based on the flyer purpose and design aesthetics. More formal flyers may have a more formal script such as Adelia, where as a basic flyer may utilize a “fun” font such as ScriptoramaJF Tradeshow.

HEADLINE TWO

Helvetica Condensed

BODY FONT

A version of the Helvetica Family fonts are used for the body and copy fonts on all marketing material. Open Sans is also an approved font for body copy and is utilized on the District website.

Logos vs. Apparel Designs

A **logo** is a distinct visual symbol that represents a brand, organization, or institution. It is a key part of a brand's identity and is typically designed to be simple, recognizable, and versatile for use across various media, such as websites, letterheads, signage, and social media. A logo may include a combination of text (wordmark), symbols, or both, and it should remain consistent in its appearance across all official materials.

Apparel designs, on the other hand, go beyond just the logo and involve the overall aesthetic and graphics used on clothing items like T-shirts, hoodies, hats, and uniforms. While a logo may be included in an apparel design, the design itself may incorporate additional elements such as typography, mascots, slogans, patterns, or illustrations to enhance visual appeal and align with specific events, teams, or school spirit initiatives.

In short, a logo is a core branding element that stays consistent, while apparel designs use the logo creatively alongside other design elements to fit the style and purpose of the clothing.

If you need help or guidance in creating an apparel design, or have a question regarding guidelines or standards, please reach out to our Communications Department via email at communications@cape.k12.de.us.

#CapePROUD